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ABSTRACT

Based in part on a list developed by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) for use in Afghanistan, this document presents a comprehensive checklist of items of statistical and descriptive data required for planning a national communication system. It is noted that such a system provides the vital information component for the mobilization and utilization of matter and energy in the process of development, and that the system includes postal services; telecommunications; radio; television; satellite services; computer telecommunications links and online databases; libraries and documentation centers; the press; books and other publications; records, cassettes, and videotapes; films and movies; other audiovisuals; popular culture events; organized interpersonal communication; meteorological communication; commercial and trade communication; advertising; and administrative and security communication services. The checklist of information items required for national communication planning is divided into six areas covering societal values, goals, objectives, and institutions; societal context; international context; communication institutional structure; communication technology, resources, and services; and communications future. A statement concerned with the relevance of each of these planning aspects and a discussion of appropriate sources of the required information are provided. Also provided is introductory material on the general planning framework and the social, economic, technological, and international considerations realted to national communication planning. (ESR)

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DATA-BASE FOR COMMUNICATION PLANNING:

The Basic and Statistical Data Required for the Elaboration of a Plan for a National Communication System

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March 1978

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PREFACE

This report was prepared under a contract between UNESCO, Paris and the East-West Communication Institute, East-West Center, Honolulu, Hawaii. It contains a preliminary data-base framework, and lists statistical and descriptive data and information needed by communication planners. The report is designed as a guideline for use by policy-makers and planners and organizations for national communication planning.

I would like to take this opportunity to thank Dr. John Middleton, EWCI Research Associate, and the participants of the EWCI workshop on Information Needs for Communication Planning, held in Honolulu, October 4-8, 1976. Dr. Middleton suggested several items on education and communication. The workshop discussions and the checklist prepared by the participants have been utilized in this report.

INTRODUCTION

The objective of this report is to list comprehensively, the information and data necessary for planning a national communication system. We have done this in a broad framework into which the specific items of information and data have been placed. We have also made it more general and comprehensive than was the original UNESCO list for Afghanistan.

We assume that comprehensive communication planning should take place within the broader framework of national development planning. Communication is treated as a sector of national development planning in a very special sense of the term. If we consider agriculture and industry as the primary and secondary sectors, and all services as the tertiary sector, then the communication sector should be defined in such a way that it cuts across all these sectors of economic activities. The communication sector would receive inputs from the other sectors, and, in turn, its outputs would become inputs to the other sectors. It should be understood that this is a conceptual and analytical definition. In practice, many components of the communication sector will probably belong to various agricultural, industrial, or service organizations. But there will be a core of telecommunication and mass communication agencies that can be distinctly identified as the key components in the communication sector.

Following UNESCO practice, we define the sector of communication comprehensively, so that it includes the following: 1) Postal services; 2) Telecommunications: telegraph, telephone, telex, and microwave radio communication services; 3) Radio: governmental, commercial, and educational broadcast; 4) Television: governmental, commercial, and educational broadcast; 5) Satellite services for telecommunication and broadcast; 6) Computer telecommunication link-up and data banks; 7) Libraries and documentation centers; 8) Press: newspapers and periodicals; 9) Books and other publications; 10) Records, cassettes, video tapes; 11) Films and movies; 12) Other audio-visuals; 13) Popular culture, including traditional forms of communication such as puppets, open-stage drama, shadow plays, etc.; 14) Organized interpersonal communication such as agriculture or health extension services; 15) Meteorological communication: weather forecasts;

earthquake, tsunami, and typhoon warnings; 16) Commercial and trade communication: stock prices, cost of living indices, commodity prices, export-import, exchange rates; 17) Advertising; 18) Administrative and security communication services.

We also view development as a broad process including economic activities, cultural and educational activities, national integration, and international relations. The function of communication is to provide the vital information-component* for the mobilization and utilization of matter and energy in the process of development. Thus, the function of communication as conceived here is broader than the normal definition of development communication. Communication has social, economic, and political functions, and these functions are interrelated.

Comprehensive communication planning within the broader framework of development planning is the reference of this report. The socioeconomic data normally required for development planning are also useful sources of information and data for communication planners. However, such data does not provide all the information needed, and often it does not provide the information in the way the communication planners would like to have it.

A GENERAL FRAMEWORK

The communication planner needs a broad perspective about the future of communication and its relationship to other social processes. In order to develop this perspective, the communication planner needs to know the current situation and the trends reflected in the structures and activities of communication and other social processes. It is essential that the planner take a long-term view if he is making choices regarding what technologies of communication are to be adopted or expanded. In other words, the communication planner should at least have a feel for the broader situation in which communication development will take place. Communication planning, in this sense, is more than just setting targets and formulating specific schemes and projects. The planning functions involve major decision-making choices that will have long-term implications.

THE SOCIAL SITUATION

Social relations are established by communication. A major concern of development is changing the existing social relations and establishing new relations consistent with the adopted model of economic and political change. This is why it is essential to study and understand societal relations for planning and action in communication.

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*Cognitive and affective messages carrying knowledge/information and values, attitudes, sentiments, feelings, entertainment.

How are individuals, groups, and communities related to each other and to their environment? Who is dependent on whom, or what? To what extent is an individual, a group, or a community dependent on other individuals, groups, or communities? What is the nature of these relationships? Are these relationships purely economic or do they have long cultural backgrounds? How are these relationships reflected in the existing social stratification, classes, occupational groups, geographical distribution of population, etc. ? In what ways are these relationships actually changing? What is the vision of significant social groups about the future shape of these relationships? What immediate and long-range changes in these relationships are sought by the policy-makers and administrators?

What is the role of the present communication system in maintaining or changing these relationships? How well are these done? Is there a breakdown or a major bottleneck or a glaring inconsistency between communication and other social processes? Is communication much more or far less developed than other aspects of socioeconomic life? Is communication highly developed in any particular geographical, cultural, or economic subunit of society and very poorly organized in other subunits? Are there serious breakdowns in communication between these units? What are the views of social scientists and scholars in the society about the causes and cures of these problems?

THE ECONOMIC SITUATION

What is the demographic picture of the population with reference to sex, labor force, school age population, elderly population, minority groups, etc. ? What are the trends of change in these demographic characteristics? What are the communication implications of such changes?

What is the current structure of the economy: the relative importance of agriculture, industry, and service sectors, and the projected rate of change in these sectors? How do these changes affect the relative importance of various sectors? In what way and at what rate has the communication sector as defined earlier been changing? Are there any implications of the structural change in the economy for the communication sector?

What is the relative role of the public and private sectors and what changes in these sectors are expected in the future? What are the broad trends of demands for various communication services, and the consumers' cost of those services (total cost and communication cost as percentage of total expenditure)?

How and to what extent does the present communication system satisfy the information and entertainment needs for various socioeconomic groups? In which groups are the demands least met, and in which groups is the supply more than adequate?

What is the structure of transportation, and the mobility of the population? How are these changing: more in the urban-rural direction, or in a more homogeneous fashion across various regions and socioeconomic levels? What are the communication implications of increased mobility?

What national resources are at present invested in communication? At what rate are these investments expected to increase? What is the prospect of mobilizing internal resources or securing resources from outside for communication development? What is the position of investment in communication in relation to investment in other areas? What is the employment implication of additional investment in communication?

THE TECHNOLOGICAL SITUATION

What are the broad directions of technological change: high and heavy technology, or intermediate and labor-intensive technology? What is the status of the current communication technology in relation to other technologies? What are the implications of adopting sophisticated and advanced communication technology when such technology is not adopted in other areas? What characteristics of technology are considered most relevant for the future of society: highly efficient one-way communication or less efficient two-way communication? What kind of mix between technology-based mass communication and interpersonal communication is sought?

THE INTERNATIONAL SITUATION

How is the society related to other societies? What sorts of social, cultural, and economic interaction take place with other societies? In what major ways is the society interdependent on other societies? What are the trends of change in these international relationships?

In the case of communication, to what extent is the communication infrastructure dependent on technology imported from other countries? To what extent is the content imported or adopted from other countries? What are the trends in this kind of communication dependency?

HOW CAN THE BROAD FRAMEWORK BE DEVELOPED?

The communication planners need a broad framework, of the kind described, at the beginning of their task. They cannot expect that all the information needed will be available. But they can organize special task forces composed of scholars and professionals from within and outside the country wherein the planning exercises are made. The practice of assembling task forces is quite common in planning agencies in developing countries. Therefore, it should be possible to organize such task forces without much difficulty. However, the important point is to select carefully the members of task forces and to make them sensitive to the complex nature of communication planning.

THE MAIN CATEGORIES OF DATA AND INFORMATION

In presenting a revised checklist of information and data required for national communication planning, we shall use the following broad categories for classification of data and information:

I. Societal Values, Goals, Objectives, and Institutions

II. Societal Context

III. International Context

IV. Communication Institutional Structure

V. Communication Technology, Resources, and Services

VI. Communications Future

I. SOCIETAL VALUES, GOALS, OBJECTIVES, AND INSTITUTIONS

RELEVANCE

To provide general guidance for long-term planning; to identify key social parameters; to insure that communication planning objectives are consistent with general development planning objectives; to develop general criteria for the choice of alternative technologies and institutional structures.

SOURCES OF INFORMATION

International charters and agreements, national constitution, and other basic documents, major policy statements by political parties and leaders, government white paper and reports, legislative reports, national planning documents, opinion polls, major literary and artistic works, research publications, reports on interviews with leaders in different sections and levels of society.

It may be stated here that the stated values and goals in public documents may not give full information on the real goals and objectives pursued by the political and administrative leaders in the society. Therefore, it will be necessary to evaluate these materials carefully and assess, as far as possible, the real objectives and goals.

ITEMS OF DATA AND INFORMATION

A. Goals and Objectives

- 1.0 Founding principles and constitutional goals of the society and approved ways for achieving those goals; the nature of social and economic structure envisaged in the long run.
- 1.1 Basic principles of communication rights and responsibilities; operating principles of statutory bodies.
- 1.2 Communication traditions as reflected in popular arts and culture; values and themes in contemporary arts and literature.
- 1.3 Leaders' opinions on communication technology, institutions, and their roles and functions in the society.

B. Status of Planning

2.0 Constitutional, legal and organizational status of planning in the country: Is it mentioned in the constitution? How was it introduced and when? What is the legal framework for planning, if any? Are there any specific roles assigned to it?

2.1 Responsible entity (ministry) or authority; planning councils or boards; departments of planning in other ministries, institutes, etc. (regions, cities); mechanisms of coordination, subordination, etc.

2.2 Ideological and political elements of planning; planning and private activities; compulsory and indicative aspects of planning in the country.

2.3 Organization and administration of planning activities; sectoral organization, administrative divisions.

2.4 Planning procedures: How was the present five-year plan, if any, formulated? Is there a diagnosis? How was it formulated? How were goals and objectives defined? What are the elements of the plan (sectoral documents, chapters, programs)? Are there any mechanisms of control for planning?

2.5 Project identification--government and administrative levels at which it takes place. How are projects identified and defined? (After sectoral or intersectoral programs? Projects by themselves? etc.) Decision-making process for project selection and financing. Application of different criteria: political, economic, technical, etc. Control mechanisms of execution; application of evaluation techniques such as cost-benefit, cost-opportunity, etc.; existence of statistical information, particularly in communication.

2.6 Planning performance--relationships between the planning stage and program formulation and their actual implementation; principal reasons offered to explain the differences.

2.7 Planning and financing strategies--financial strategies: subsidies, loans, inflationary budgets, special taxes, national and international loans, bonds (general description and illustrative case; relationships between planning and National Budget Administration, imports and exports); resource allocation for communication projects.

2.8 Planning and human resources--approximate number of employees and their professional background or training.

C. Communication and Development

3.0 Socioeconomic objectives envisaged in the national plans; major strategies in different sectors; major targets and time schedule.

3.1 Role of communication defined in the plans; objectives and targets of communication plans, if any.

3.2 General status of communications in the country: definition of the communications sector and its related activities, legal structure, and organization; ministries and organizations to be included; their field of competence, their principal projects, decrees, rules, and main responsibilities, functions, and co-ordination among them.

3.3 Ministry of Communications and its services: telecommunications, mail, spectrum administration, and special agencies.

3.4 Ministry of Information and Culture: Government Printing Press, publications, films, radio, television, cultural programs, and sports.

3.5 Ministry of Education: School Broadcast Program, National Campaign Against Illiteracy; School of Journalism in the University; National Directorate of Adult Education and Functional Literacy; Libraries.

3.6 Other ministries and organizations: Ministry of Agriculture; General Directorate of Agricultural Information; Ministry of Health, Institute of Public Health; Health Education and Publication Section. Rural Development Department: provision of receiving sets, media facilities (cinema, theaters, fieldworkers, training and public relations section). Ministry of Interior, Government Publications Department; Ministry of Trade and Commerce; Ministry of Industries; Ministry of Transport and Communication; Ministry of Foreign Affairs.

II. SOCIETAL CONTEXT

RELEVANCE

To ascertain the relevant physical characteristics of the country; demographic characteristics of the sources and audiences of communication; human communication sources and their distribution in the society; to identify specific social and economic contexts in which different kinds of demands and supplies of communication are generated in the society.

SOURCE OF INFORMATION

Most of the information listed in this section is normally collected during the process of national development planning. It is expected that this information will be available with the planning agency and various government organizations. The basic published sources are national census reports, periodical sample survey reports, statistical digests by the Statistical Office, progress reports of ministries and agencies, and research studies and reports published by universities and other organizations. However, the published sources may not be adequate because the statistics are normally presented in a form suitable for economic planning. Considerable amount of basic information is normally available in the records and files of various ministries and agencies of the government, as well as private business agency records. These sources should be tapped for necessary data and information.

ITEMS OF DATA AND INFORMATION

A. Physical Characteristics

1.0 Area--topographical distribution highlighting the physical barriers and constraints to transportation and communication; distribution of main cities and business centers, and their hinterland; the nature of international border with other countries; climate and weather conditions.

1.1 Administrative, political, and social units: provinces, divisions, districts, counties, municipalities, villages.

1.2 Existing transportation network: roads, railways, waterways, airways; the volume of traffic and the pattern of mobility reflected in physical transportation; isolated areas and reasons for isolation; areas vulnerable to natural disasters (floods, cyclones, earthquakes, tsunamis, etc.).

1.3 Statistics on incidents of natural calamities and disasters (floods, cyclones, earthquakes, tsunamis, etc.) and population affected by such events.

B. Demographic Characteristics

2.0 Size of population, rate of population increase,

2.1 Sex and age composition.

2.2 Density, distribution of population in urban and rural areas.

2.3 Religious and ethnic groups.

2.4 Internal and external migration and movement of population.

C. Education and Culture

3.0 Goals, purposes, norms of education; curriculum structure and institutional models.

3.1 Structure of education: levels and stages, forms and types.

3.2 The illiteracy rate, languages spoken and written.

3.3 Educational levels: primary, secondary, and higher education schools--enrollment by age and sex.

3.4 Number and type of educational and cultural institutions and enrollment or membership in those institutions.

3.5 Number of languages and proportion of people speaking those languages.

3.6 Type and number of libraries, documentation centers, art galleries, museums, and other cultural institutions.

3.7 Traditional forms of music and dance and entertainment and their relationship to social life.

D. Economics

4.0 Gross domestic product and gross national product and their distribution by the economic sectors.

4.1 Income per capita and income distribution.

4.2 Government income and expenditure.

4.3 Income and expenditure in the private sector.

4.4 Capital formation and investment, balance of payment.

4.5 Principal financial sources of national budget; amount of foreign aid, by source.

4.6 Current unemployment rate and trend; size and distribution of the labor force by various occupational categories: age and sex.

4.7 Cost of living indices; family expenditure on different categories of items; expenditure on communication.

4.8 Number and type of housing units, housing density.
4.9 Agriculture: type, employment, production.
4.10 Industry: type, employment, production.
4.11 Production and distribution of electric power: extent of electrification in rural areas.

E. Trade and Commerce

5.0 Imports and exports by countries.
5.1 Major trade and commercial activities within the country.
5.2 Market structure in urban and rural areas; type and number of urban and rural market places.

F. Socio-Political Indicators

6.0 Election and voting rates; nature of election campaign and expenditure on election campaigns.
6.1 Political parties and their structure and functions.
6.2 Local government organizations and cooperative societies.
6.3 Private voluntary agencies: number, functions, sources of finance.

III. INTERNATIONAL CONTEXT

RELEVANCE

To relate the national communication system to international communication systems; to maintain flexibility in the national system so that future benefits can be derived from transnational communication networks based on new technology; to support diplomatic and cultural activities aimed at better relations with other countries.

SOURCE OF INFORMATION

Documents on international and bilateral agreements, pacts, understanding; foreign policy reports and studies; international trade statistics; reports on cultural exchange programs; foreign office and embassies.

ITEMS OF DATA AND INFORMATION

A. Organizational

- 1.0 Membership in international and regional organizations; responsibilities.
- 1.1 List of embassies and consulates.
- 1.2 International and regional pacts and agreements on defense, economic and cultural affairs.
- 1.3 Activities of multinational corporations in the country.

B. Agreements

- 2.0 International and bilateral agreements on transportation and trade.
- 2.1 International and bilateral agreements on communication: postal, telecommunication, satellite, marine communication, air traffic, meteorological forecasts, news and flow of technical information, copyright.
- 2.2 Contracts and agreements with international private business corporations.

C. Financial

3.0 Foreign investment in communication industry and advertising firm; nature of joint collaboration, if any.

3.1 Foreign agencies interested in providing aid and technical assistance in communication; current level of such aid and assistance, if any.

D. International Networks

4.0 Major international communication networks in telecommunication, news distribution, satellite broadcasting, etc., and the scope of participation in those networks.

4.1 Research institutions carrying out communication policy and planning studies.

E. International Law

5.0 The general legal framework.

5.1 Specific laws regulating international transactions and communication.

IV. COMMUNICATION INSTITUTIONAL STRUCTURE

RELEVANCE

To identify and define the normative and institutional framework; to identify various communication agencies and organizations and their interrelationships; to bring these under a common conceptual framework. To ascertain the legal and organizational base of communication in the society; and to identify the problem areas and trends of change in these.

SOURCE OF INFORMATION

General literature on social norms and values, national constitution and other legal documents, press and broadcasting laws, charters of communication organizations and agencies, annual or periodical reports of these agencies. Reports of special commissions and task forces. Charters and reports of communication workers: union and association. Reports of communication research and training institutions. Literature and research reports on the social and cultural life of the population.

ITEMS OF DATA AND INFORMATION

A. Normative Structure

- 1.0 Basic norms and values regarding social communication; traditional concepts of the roles of "source," "receiver," "channels," etc. in social communication process.
- 1.1 Traditional channels of communication in the urban and rural areas and the mediators of communication between urban and rural areas.

B. Formal Rules and Regulations

- 2.0 Basic constitutional rights of assembly, access to information, etc.
- 2.1 Freedom of speech and other forms of communication.

2.2 Other communication rights and social responsibilities of individuals.
2.3 Base regulations.
2.4 Rules and regulations for telecommunications.
2.5 Rules and regulations for broadcasting: radio, television, cable television, citizen band radio, etc.
2.6 Rules and regulations of film production and distribution.
2.7 Rules and regulations of press and publications.
2.8 Nature of censorship, if any. Conditions under which censorship of various kinds are applied.

C. Descriptive Statement for Each Regulation
3.0 General purpose of rule.
3.1 Statutory or legal base.
3.2 Areas of communication which it affects.
3.3 Nature of constraints or enhancements.

D. Organizations and Agencies: Structure and Functions
4.0 Regulatory.
4.1 Investigative.
4.2 Monitoring.
4.3 Research.
4.4 Training.
4.5 Data gathering and dissemination.

E. Professional Groups: Structure and Functions
5.0 Journalists.
5.1 Broadcasters.
5.2 Telecommunication technicians.
5.3 Film makers.
5.4 Public relations people.
5.5 Government information officials.
5.6 Advertisers.
5.7 Others.
5.8 In each of the above cases, the nature, size, purpose, and activities of the organizations and agencies.

F. Communication Agencies
6.0 List of communication agencies in different government departments and also in private sectors with their composition and functions.
6.1 Interrelationship, if any, between these agencies.
6.2 Basic communication network linking the village to intermediate administrative units and the later units to central government units.
6.3 The extent of two-way flow of communication within this structure.

6.4 The speed of communication within this structure.

6.5 The mechanics of communication at different levels within this structure.

6.6 The basic communication network of the "market place": the network that relates consumers to retail sellers, retail sellers to wholesalers, wholesalers to producers, and the producers to the suppliers of raw materials.

6.7 The basic communication network in religious organizations.

6.8 The basic communication structure of the political parties.

6.9 In each of the above cases, the important point is to describe how information from one point flows to another point through mass media and interpersonal network. To what extent have certain roles in the interpersonal network been traditionally institutionalized? Who are the persons that play these roles? How do they relate to the more modern mass communication structure in the society?

V. COMMUNICATION TECHNOLOGY, RESOURCES, AND SERVICES

RELEVANCE

To ascertain the present state of communication in its various forms; the levels and kinds of technology, resources, and services in post, telecommunication, radio, television, film, press, publications, libraries, law-and-order and security communication services, extension services, advertising, popular culture, and other communication services. To identify the gaps, problems, and potentials of available resources. To assemble the basic information and data needed for forecasting future demands, the scope of supplies, the assessment of technology, and analysis of costs and benefits. To develop the criteria and to determine the basis of allocation of resources across various communication services. To estimate the level of investment needed in communication.

SOURCE OF INFORMATION

Various reports and records of the listed agencies and organizations; survey reports and research studies on specific media and cultural activities. Specifically designed questionnaires developed by the planning team and filled out by the agencies. Reviews and reports made by task forces formed within the agency for planning exercises. Interviews with managers and directors of various agencies and organizations.

ITEMS OF DATA AND INFORMATION

A. Postal

- 1.0 Organizational chart of postal services.
- 1.1 Number of post offices by region and urban/rural location.
- 1.2 Postal staff by categories.
- 1.3 Salary structure of the postal staff.
- 1.4 Professional qualification and experience of the postal staff.
- 1.5 Level of technology: extent of mechanization and automation.
- 1.6 Income and expenditure, budget and finances.
- 1.7 Volume and flow of mails: national and international.

1.8 Projected demand for postal services.
1.9 Mail rates and trends in rate changes.
1.10 Training and research institutions: curriculum, capacity, staff, budget, etc.

B. Telecommunications

2.0 Organizational chart of telecommunication services.
2.1 Telephone network: number of telegraph offices, telephone exchanges, and telephone receivers in cities and other areas.
2.2 Microwave network: area covered and type of services.
2.3 International telephone, telex, and other telecommunication services.
2.4 Telecommunication for news and other information services.
2.5 Satellite receiving stations.
2.6 The level of automation in telecommunications.
2.7 Production of telecommunication machines and equipment.
2.8 Telecommunication staff by categories.
2.9 Salary structure of the staff.
2.10 Professional qualification and training of staff.
2.11 Staff training and research institutions and facilities.
2.12 Type and volume of message flow.
2.13 Extent and nature of breakdowns.
2.14 Income, expenditure, budget and finances.
2.15 Costs of various services and rate structures.
2.16 Projected demands and investment needs for communications services.
2.17 Electromagnetic spectrum management policy and administration.

C. Radio

3.0 Organizational chart of radio services.
3.1 Number of stations and coverage.
3.2 Transmission capacity and types of equipment.
3.3 Transmission time by program categories.
3.4 Details of special services: education, rural development, ethnic, etc.
3.5 Number of radio receivers and their distribution.
3.6 Community or group listening services, if any.
3.7 Radio staff by categories.
3.8 Salary structure of radio staff.
3.9 Professional qualification and training of radio staff.
3.10 Radio program production facilities.
3.11 Performing staff: full-time, part-time hire, and commissioned.
3.12 Program production policy and regulation.
3.13 Income, expenditure, budget and training.
3.14 Projected demand for radio services.

3.15 Production of radio transmission and receiving equipment.
3.16 Import of equipment.
3.17 Cost and availability of receivers.
3.18 Licensing system, if any.
3.19 Training and research institutions and facilities.

D. Television and Cable Television

4.0 Organizational chart of television services.
4.1 Number of stations and coverage.
4.2 Transmission capacity, quality and type of equipment.
4.3 Hours of transmission and distribution of time by program categories.
4.4 Details of special services: education, rural development, etc.
4.5 Satellite services, if any.
4.6 Number of television receivers and their distribution.
4.7 Community and group listening facilities, if any.
4.8 Television staff by categories.
4.9 Salary structure of the staff.
4.10 Professional qualification and experience of staff.
4.11 Television program production facilities and actual volume of production by type.
4.12 Imported programs by type and sources.
4.13 Performing staff: full-time, part-time hire, and commissioned.
4.14 Program production and distribution policy and regulations.
4.15 Income, expenditure, budget, and financing.
4.16 Television receiver production and imports; cost and availability of receivers.
4.17 Licensing system, pay-system, etc., if any.
4.18 Projected demand of television services.
4.19 Training and research institutions and facilities.

E. Film

5.0 Organizational chart of film production, distribution, and viewing services.
5.1 Number of studios with type and quality of facilities.
5.2 Number of films produced by type and year.
5.3 Import/export of films by source and type.
5.4 Number and capacity of cinema halls and actual attendance.
5.5 Film staff and performing artists by categories.
5.6 Professional qualification and experience of staff.
5.7 Salary structure of staff.
5.8 Production, import, and prices of machinery equipment and raw material.
5.9 Cinema ticket rates and taxes.
5.10 Projected demands for film.
5.11 Training and research institutions and facilities.

F. Press

6.0 Number of news agencies by size and services performed, external linkage of news agencies, volume of business, etc.
6.1 Number of newspapers published, by size and type (language).
6.2 Number of magazines published, by type and circulation.
6.3 Newspaper circulation in urban and rural areas.
6.4 News agency and newspaper staff by type.
6.5 Professional qualification and experience of staff.
6.6 Salary structure of staff.
6.7 Newsprint production, import, consumption, and price.
6.8 Number of printing presses by size and type.
6.9 Volume of business in printing press.
6.10 Training and research institutions and facilities.

G. Publications, Libraries, Documentation Centers

7.0 Number and type of publishing sources.
7.1 Number of books published, by type and year; average price of different type of books.
7.2 Volume of publishing business.
7.3 Number of book sellers.
7.4 Number of libraries and book holdings.
7.5 Volume of borrowing and attendance of readers.
7.6 Number of documentation centers.
7.7 Investment and cost of library services.
7.8 Projected demand.
7.9 Training and research institutions and facilities.

H. Law and Order and Security Information Communication Services

8.0 Organizational chart of Law and Order and Security communication services.
8.1 Number of types of equipment used: mobile radio units, telephone lines, etc.
8.2 Communication for ambulance services.
8.3 Communication for fire and rescue services.

I. Extension Services

9.0 Organizational chart of extension services in: agriculture, health, education, population, etc.
9.1 Number and distribution of extension staff.
9.2 Services performed by extension staff.
9.3 Training material and communication equipment used by extension staff.
9.4 Training and research institutions and facilities for extension staff.

J. Advertising

10.0 Number of advertising firms, their origin, functions, and activities.

10.1 Volume of advertising business by media: newspaper, radio, television, etc.

10.2 Advertising rates.

10.3 Government advertising: cost and its distribution over various media.

K. Popular Culture

11.0 Number and type of popular culture groups and organizations.

11.1 Extent of performance by such groups.

11.2 Production and sale of record albums.

L. Educational Communication Resources

12.0 Media use (radio, television, films) by: location, urban-rural schools; age, grade, and level of education.

12.1 Broadcast coverage of schools and broadcast time.

12.2 Purposes and quality of existing programming.

12.3 Broadcasting costs.

12.4 Broadcasting production capabilities.

12.5 Newsprint/printing capacity for textbook production.

12.6 Skilled persons in communication: teacher force as percentage of educated manpower, and percentage of communication person-resources devoted to educational broadcast.

12.7 Channels: school facilities by location, size, availability for non-formal purposes; percentage of schools with electricity; equipment, especially radio/television receivers, audiovisual media and software; textbooks--number, distribution within school systems, number per pupil, how and when revised; broadcast use patterns within schools (as distinct from broadcast coverage); teacher training institutions and programs, both pre- and in-service--enrollment, length, costs; channels of formal/informal communication within the education system (bureaucratic); community linkages--PTA, discussion groups, etc.

12.8 Skills added: manpower projections of skilled technicians for communication systems; manpower projections of planners/managers/evaluators; teachers trained.

12.9 Information added: research capabilities--universities, institutes, government agencies; research output--quality, relevance, availability.

12.10 Audiences: student flow (who is in school at what level and when?); teacher flow; teacher/student organizations--unions, political groups, etc.; audience analysis data for message design.

12.11 Extent of "two-step" flow from schools to community.

12.12 Credibility of schools as information source in community.

12.13 Qualitative analysis of content (information, skills, values) of curriculum.

12.14 Use of communication technology for instruction: student/teacher demographic flow data; expenditures per pupil or school by age/grade/level/type/source; curriculum structure; existing media use patterns; normative teaching/learning models in the classroom; equipment availability/cost (costs include fixed, operating, depreciation, etc.); teacher media use capabilities; baseline educational achievement data for evaluation purposes.

M. Other Information Service

13.0 Government publicity and information offices: structure, objectives, staff equipment, budget.

13.1 Public service information units on health, nutrition, etc.

13.2 Printing press.

13.3 Trade and business information center.

13.4 Weather information centers.

13.5 Information services of religious and other private organizations.

VI. COMMUNICATIONS FUTURE

RELEVANCE

Speculation and forecasting for long-range policy formulation and planning; looking at possible future shapes of communication technology and institutions; exploring alternatives suitable for different kinds of future society.

SOURCE OF INFORMATION

Future study, survey and reports; data obtained from experts and specialists, selective opinion survey; use of special techniques for collection and analysis of data: delphi, cross-impact analysis, simulation modeling, etc.

ITEMS OF DATA AND INFORMATION

A. Technology

- 1.0 The next communication revolution.
- 1.1 Innovations in communication and their possible social application.
- 1.2 Form and time of application and use.
- 1.3 Impact of technology on costs of communication.
- 1.4 Impact of technology on communication institutions.

B. Norms and Values

- 2.0 Changes in norms and values relating to social functions of communication, social responsibility, individual rights and responsibilities.
- 2.1 Changes in the concepts of freedom of speech, access to information, right to communicate, etc.
- 2.2 Development of universal norms and standards.

C. Institution

- 3.0 Changes in international rules and regulations.
- 3.1 Development of space communication rules, regulations, and institutions.

3.2 Future prospects of regional and international agreements and pacts on communication.

3.3 The role of multinational corporations: scope, investment, consequences of centralization.

3.4 Reactions against multinational communication organizations.

3.5 The rise of new information/communication orders, sponsored by developing countries or other groups.

3.6 The role of UNESCO and other international agencies.

D. System Cost-Effectiveness Analysis

4.0 Alternative systems: centralized-decentralized, public-private, high-intermediate technology, passive-participative, manipulative-informative.

4.1 General cost-effectiveness implication of alternative systems.

4.2 Efficiency-equity consideration of alternative systems.

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